



FEBRUARY, 1974





## THE DIGGER EXECUTIVE

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(Robert Simpson) .. GREG LYSACK  
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We regret that there was no Christmas edition of the Digger. The copy had been prepared and was in the process of being completed when fire destroyed the premises of the firm which does our printing.

We apologize to the people who were expecting write-ups in our December edition. We will endeavour to include as many as we can in this edition.

The management of our two firms, and the Digger staff, hope you had a most enjoyable Christmas and that 1974 will be a happy experience for you.

The Digger Staff

## VISITORS TO REGINA CATALOGUE CENTRE

- Nov. 27 & 28**—Mr. David Welsh, Architect's Office  
—Mr. E. H. Mann, Project Manager, Catalogue Order Facilities
- Dec. 6 & 7**—Mr. Blake Ascah, D742 Catalogue Circulation, Toronto
- Dec. 18**—Mr. N. M. Whitmore, Supervisor, D630, Toronto
- Dec. 20**—Mr. A. Bellingham, Energy Conservation Co-ordinator, Toronto
- Jan. 7 & 8**—Mr. A. R. Tyler, Project Manager, Communications, D731C, Toronto  
—Mr. F. Denesi, Project Manager, Material Handling Engineer, D704, Toronto
- Jan. 15**—Mr. J. H. Young, Supervisor, D641 and D651, Toronto  
—Mr. R. O. Crumpt, Buyer, D641, Toronto
- Jan. 30 & 31**—Mr. A. R. Campbell, Special Projects Assistant to the Vice-President, Operating  
—Mr. F. H. Kernaghan, Executive Corporate Planning Assistant to the Chairman and President



## Thought for Today

*To be a little kinder with the passing of each day;  
To leave but happy memories as I go along my way;  
To use possessions that are mine in service full and free;  
To sacrifice the trivial things for larger good to be;  
To give of love in lavish ways that friendship may live;  
To be less quick to criticize, more ready to forgive;  
To be quite free from self-intent whate'er the task I do;  
To help the world's Faith stronger grow in all that's good and true;  
To keep my faith in God and right, no matter how things run;  
To work and plan and pray and trust until the journey's done.  
God grant to me the strength of heart, of motive and of will,  
To do my part and falter not, this purpose to fulfill.*

# Welcome

## to the 25 year club



### RUTH CLARKE

Ruth was born at Craven, and attended school there and in Regina. She started working in Customer Accounts Department in 1948 and has spent 25 years in the same department, presently employed as a Collection Clerk. She has worked under many people, such as Mr. Neff, Mr. Liston, Mr. Bartlett, Mr. Gledhill, Mr. Radford, and now Mr. Glass.

Ruth enjoys travelling and has been to Europe and the Caribbean.

All the best during the years ahead, Ruth.



### HAZEL MacFARLANE

Hazel MacFarlane became an official member of the 25 Year Club on November 25, at a presentation on the main floor at Robert Simpsons.

Hazel was born and raised in Nokomis, Sask. She also took the majority of her schooling there, before coming to Regina for business college.

After business college, she went to work for the Bank of Commerce for three years as teller. She then spent several years as a secretary at the old Toronto General Trust. In November 1948, she began her career with Simpsons. She started as secretary to Mr. Hindle, who was Assistant General Manager. Hazel also spent an interim of two or three years in the Contract Division. She returned to the Merchandise Manager's secretary position and remained in that status until 1963, when she was made secretary to the General Manager and has served Mr. B. Baker, Mr. D. Smith, Mr. I. McSweeney and Mr. D. Tissington.



Hazel's hobbies include golfing, photography, curling (where she made a lot of Simpsons friends) and simply loves travelling. Her friends describe her photography as excellent, with some beautiful slides.

Hazel summed it all up at the presentation. She's proud to be part of a Company made up of great people.



## KATHLEEN EVANS

Kathleen Evans celebrated her 25th anniversary with Robert Simpsons on October 7.

Kathleen, or more commonly Kay, as she is affectionately known to all in the store, was born in Beaumont, near Carlisle, Cumberland, England. She was brought up in Burgh-by-Sands and Carlisle. Kay was educated at Burgh School, Newtown School, Ashley Street School and finally the Margaret Sewell School for Girls, all in England. After school she worked for a biscuit firm in England. She met and married a Canadian soldier and moved to Canada in 1945, residing in both Glenavon, Sask., and Calgary, Alta. She moved to Regina in 1948, and a month after arriving, went to work for our Company. She presently is Section Head of the Housewares Department.

Kay has been a Sunday School teacher, a leader in girls' mid-week groups, served on the Christian Education committee. She was a crack badminton player, enthusiastic curler, loves amateur acting, reading and good music.



Kay has two daughters and four grandchildren. Because her family is in England and South Africa, she writes a lot of letters. In 1972 Kay revisited home for the first time in 27 years.

Congratulations, Kay, on this special occasion.

## EUGENE REIHL

Eugene Reihl celebrated her 25th anniversary with Robert Simpsons, Regina.

Eugene was born in Prelate, Saskatchewan. In that small community, Eugene was raised and took all of her schooling. She eventually made her way to Regina and went to work for the Assiniboia Club. And as Derek Tissington said at the presentation, the service at that private club has dropped off since that time.

Eugene joined the Company in 1948 in the Girls' Wear Dept. She was later transferred to the Infants' Wear, where she remains to this day.

When asked what her hobbies included, Eugene told us she loves travelling and meeting other people. We suppose that is probably why she enjoyed the 25 Year Trip to Toronto so much. She described the trip as wonderful. Eugene remembers many friends over the past 25 years. She wishes to thank all for making her life at Simpsons so very happy.

Congratulations, Eugene! Many more happy years with the Company!







## IRENE HILL

On February 17, Irene Hill became another member of the 25 Year Club. Irene was born in Brandon, Man. When she first started with the Company, Irene was on the 7th floor, mail filling and checking. In 1955 she moved to the third floor where she is presently.

Irene has one daughter and three grandchildren in Moose Jaw. In her spare time she enjoys knitting and watching hockey games and, of course, her grandchildren occupy most of her remaining spare time.

Congratulations, Irene! Welcome to the 25 Year Club!



## HELEN DONISON

Helen was born in Kayville, where she also received her schooling. When Helen first started with the Company, it was in D/38, now known as D/40. She worked in this department as a mail filler on the 6th floor. In April 1951, she moved to the Watch Shop. Then, in May 1952, she began her work in D/150. In December 1966, she was transferred to Merchandising and has been there since.

Helen's husband Eli is one of our drivers. He is also a member of the 25 Year Club, having joined in August 1971.

Helen and Eli enjoy travel, camping and are both Roughrider season ticket holders. Also in her spare time Helen enjoys reading.

Congratulations, Helen, on the occasion of your 25th anniversary with the Company!





## MAURICE EVENSON

Maurice Evenson became a member of the 25 Year Club on September 13.

Maurice was a school teacher before joining Robert Simpsons in 1948. His intentions were to stay a while and find something else. Some 25 years later, he's still with us. When he joined our staff, he was placed in the Credit Department, and as is typical of this man, within four years he was Department Manager. It goes without saying, he is highly admired and respected.

Maurice is married, and he and his wife Margaret have three children—two girls and a boy. His hobbies include some forms of card playing and the odd visit to the stock broker. Maurice has been very involved with the Regina United Appeal, both on a store and a city wide basis. But above all else, Maurice is a great organizer.

Anytime a member of the Management team retires or leaves our firm for other reasons, Maurice is the leader in putting together a send-off party second to none. It is therefore little wonder that whoever you talk



to about the 25 Year Trip, the name Maurice Evenson creeps in. It seems that Maurice was largely responsible for organizing all the extra fun and games in Toronto. He also danced many others weary.

Congratulations, Maurice. We hope you see another 25 years with Simpsons.



## GERRY MANN

Gerry was born in Moose Jaw, Saskatchewan and educated in a nearby country school and took his high school at Balfour.

He worked at Mullen's Hardware for about four months, then started with this company in 1949 in D/155 for about three months, in D/157 for awhile, then Heavy Goods Returns. Later Gerry was transferred to the 4th floor for Mr. Nobel Britton, then down to the 3rd floor for about three years, and is now working in the Service Centre D/20 & 71 Stock and filling mail.

Gerry likes bowling—and he tells us, he was the first to win the Dominion Championship in 5-Pin Bowling during the 1951-52 season.

All the best in the coming years, Gerry.



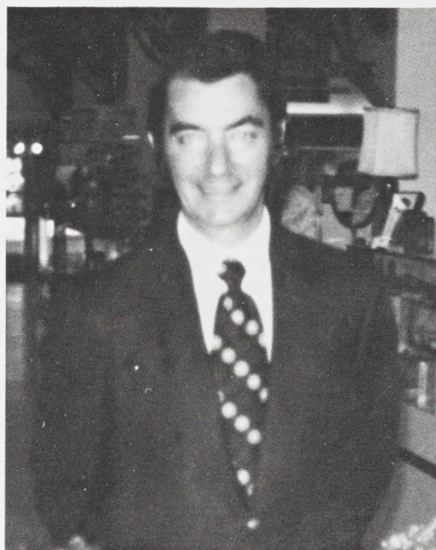


## SAM HAYMORE

Sam Haymore was welcomed to the 25 Year Club on September 16.

Sam graduated from Balfour Tech with special training as an electrician. He spent three months in 1947 as a warehouseman for our Company before leaving. He returned in 1948 as a salesman in the Men's Furnishing Dept. Five years later, he was transferred to the Men's Shoes as Section Head. One year later, in 1954, he became Manager of Women's and Children's Shoes as well as the Men's Shoes. Sam is considered by his peers to be one of the best merchandisers in the Store.

Sam is married, and he and his wife Rubie have two children. Sam had an excellent amateur hockey career. In the winter, every Monday, he can be found skating circles around many of the younger members of staff. Sam is also known for his attributes on the golf course. As a matter of fact, he presently holds the Manager Golf Tournament Trophy.



Our congratulations to Sam, on the very special occasion of his 25th anniversary with the Robert Simpsons Company.



## JOHN BLAZE

John Blaze celebrated his 25th anniversary with Robert Simpsons on November 15.

John was born in Sleaford, Lincolnshire, England. He also grew up and took his schooling there. After school, he was a boy apprentice. Prior to outbreak of the war, he went to London to finish his apprenticeship at Hiechcock Williams, originated by the same man who began the YMCA. With the outbreak of the war, John joined the service and became a commando, serving throughout Europe and Africa.

In 1948, Mr. Gibson, head of the overseas buying office in London, hired John to work for Simpsons in Canada, more specifically, Regina. He began his career as a salesman in Staples. By 1952 he was the Assistant Manager of that same department. In 1954 he was made Manager of Draperies, Lamps, Pictures, and the Draperies Workroom as well as the Staples. He was relieved of everything but the Staples in 1960. Later he gained the Yard Goods as well as the Knitting Yarns. In 1973 he was also made Manager of the Draperies.



John is considered a very shrewd merchant.

John and his wife Marjorie thoroughly enjoyed the trip to Toronto. John describes himself as a do-it-yourselfer when asked about his hobbies.

At the presentation, where John was presented with a silver tray rather than the watch at his request, he mentioned all the people in the background at Simpsons that had made his career worthwhile.

Congratulations, "Battlin' John."



## VERN HUGGINS

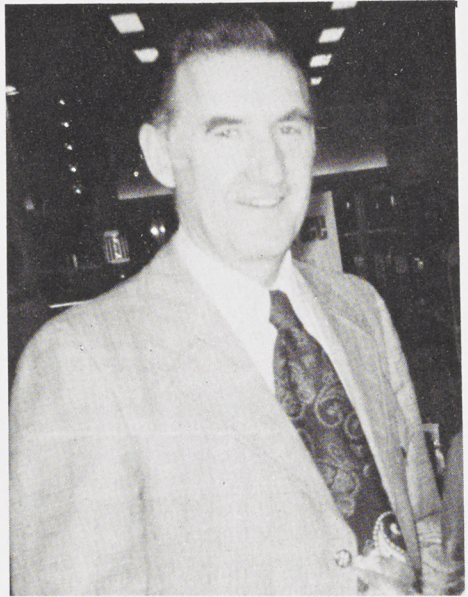
Vern Huggins, Store Superintendent, Robert Simpsons Regina, was welcomed to the 25 Year Club on January 3, with a presentation from Derek Tissington.

Vern was born in Inverness, Montana. Quite early in his life, his family moved to Canada and the southern part of Saskatchewan. He grew up and took his schooling in the Rockglen area of the province.

After school, Vern went to work for McKinnon Department Store in Weyburn, as the assistant of the grocery department. He later moved to McBride's in Moose Jaw and served as manager. In 1944, he joined CKCK Radio Station as announcer and writer. Five years later, he went to Simpsons on loan during a major radio advertising campaign.

With the completion of the nine months loan period, Vern took charge of radio advertising, telephone orders, and promotions. With the departure of Bill Brunt to Sears in 1950, Vern took over as Sales Promotion Manager with responsibilities for show cards and display. In August of 1972, he was made Store Superintendent.

Vern and his wife Ethel have five children, three girls and two boys. Two are married, making him the proud grandfather of eight grandchildren. His hobbies include golf, at which his participation is avid, reading, curling, and wine-making.



In his remarks following the presentation of roses, watch and pin, Vern mentioned how proud he was of the fact that people that he had managed and worked with were now managing three of the five advertising departments in our Company. Above all else, Vern remembers the people. He really feels that the people have kept his interest so keen.

Congratulations, Vern, on the splendid occasion of your 25th anniversary with Robert Simpsons.

## B. T. BREWER

Ben was born at Lindsay, Ontario, and educated at Newmarket, Ontario. Previous to working here, he worked at Sun Electric.

In 1949 he started working for the Company in the Maintenance as an Electrician. He was then made Acting Building Superintendent in 1955, and a year later, Building Superintendent.

His hobbies are fishing and hunting. All the best in the future years, Ben.





## NED BISHOP

November 16, 1973, Ned Bishop became an official member of the 25 Year Club in a ceremony on the main floor at Robert Simpsons Ltd.

Ned was born in the small rural community of Bounty, Sask. His family later moved to Qu'Appelle where Ned grew up and took his schooling. From school Ned went into the contracting business. He was also involved in carpentry and the building of homes. With the advent of the war, Ned joined the service of his country, choosing the Air Force. In his four years of service, he rose to the rank of sergeant. Upon returning from the war, Ned was employed in road building.

Then, in 1948, Ned joined the staff of Simpsons. He was hired to work in the construction end of the business. He has spent his entire 25 year career in that department, and we might add, just doing a whale of a job.

Ned and his wife Hariette have three children, two boys and a girl. Ned's hobbies include skating, hunting and fishing.



Ned describes the 25 Year Club trip to Toronto as fantastic. He strongly feels that the group that went was the best ever. All other representations were envious of the Regina group. Ned appreciates what the Company did. Everyone was treated royally and the Company was a great host.



## RETIREMENTS

### MAE BRUCE

Mae was born at Eskbank, Saskatchewan.

She first started working for the Company on June 12, 1928, until 1932, when she married. She then came back September 18, 1950, till now.

Mae previously worked in the Grey Nuns' Hospital for three years during the war, as Switchboard Operator.

Mae has one son who lives in Winnipeg and one daughter who lives in Toronto. She also has four grandchildren.

Her hobbies are playing bridge, likes sports and is active in the Legion.

We wish to extend our best wishes for a good retirement, Mae.





## KAY KAISER

Kay was born in Montmartre, Saskatchewan and obtained her schooling at St. Joseph School and Scott Collegiate in Regina.

Kay started her working career with Al Olson, which is now Kramer Tractor, and remained there for 12 years as a stenographer and bookkeeper. Kay started working for our Company in 1952 in the Budget Office which was located in the Exchange Desk area. At a later date, the Budget Office was moved to the second floor, and Kay remained at the Exchange Desk where she is presently working.

Kay and her husband have one married daughter in South Carolina, and one son in Port Hope, Ontario. Kay and her husband are planning on doing extensive travelling after retirement. Kay also enjoys the hobbies of gardening and sewing, so her time will be well occupied after her retirement.

After 21 years of service, we would like to wish you all the best in your retirement and your future plans for travelling.



## VERA PFEFFER

Vera was born and educated in Winnipeg.

She started her career with Simpsons-Sears in 1954, in the Buying department as a label typist.

Her hobby is reading. All the very best for your retirement, Vera.







## JOE DE ROSCHE

Joe was born in Lawrence, Massachusetts, and at the age of 7 moved to Wymark, Saskatchewan, with his parents. Joe completed his grade school in Wymark, and his high school at Swift current, Saskatchewan.

In 1922 they moved to Moose Jaw and eventually on to Regina.

Joe was first employed by Art Riddell & Sons, where he remained for eight years, leaving to join the Army in 1941. He was discharged from the Army in 1945 with the rank of Craftsman, and he went back to work for Art Riddell for another seven years. In 1952 Joe joined the Company as a Porter on the 6th floor, and later became a Security Officer, which is the position he presently retains.

Joe and his wife have two children, a married daughter in Regina and a son in Glendale, California. They also have seven grandchildren and one great-grandchild.



Joe is very active in his hobby of carpentry, and their immediate plans upon retirement are a visit to California and a trip to Hawaii.

Best wishes and good luck for a long and fruitful retirement.



## FRANK YERHOFF

Frank was born in Regina and has lived here all of his life except for a short time when he resided in Ontario.

He started with the Robert Simpson Co. in 1932 in the bundling department, and held various positions since then. He studied data processing and in 1970 he received his 'Certificate in Data Processing.' He was manager of the Internal Audit Dept. when he retired.

When Frank was 17 years old he became interested in chess. In 1938 he won the Saskatchewan title which he held until 1945, at which time he became co-holder of the Dominion Chess Championship. Following the Dominion final, he competed in the United States Open Chess Tournament and was one of the ten finalists. Frank has not competed in city championships since then, but in 1973 he again entered the competitions and won the Regina championship.



Frank's retirement plans include playing chess, working on his stamp collection, and fishing near Rowan's Ravine where he has a trailer.

Congratulations from your many friends.



## EMIL KAINZ

Emil Kainz recently retired from Simpsons after nearly 26 years of valued service to the company.

Emil was born and raised and took his schooling in the small community of Markinch. He spent some twenty years farming. In those twenty years he ran his own threshing outfit. He also took part-time work as a rural telephone lineman. He moved to Regina at the end of 1947. In January of 1948 he went to work for Simpsons. He was hired to work as a caretaker and watchman. He spent some eight years in that capacity. He then moved into Staples as stockman and remained there until his retirement.

Emil and his wife Edith have two sons and five grandchildren, of which he is very proud. Emil's hobbies revolve around general workmanship—wood work, electrical work—a real Mr. Fixit. During his life he has taken special training in wood work and electricity for his own benefit. It is therefore not surprising that Emil plans to spend a lot of time tinkering in his workshop. He's quick to add that he'll do it on his own sweet time. He wants to take life easy.

On his retirement, the staff of the Staples gave him an electric planer. The store presented him with an AM-FM radio.

Good luck, Emil. We hope to see you in the store frequently.



## NORAH STEVENS

Norah Stevens retired on October 31 from Robert Simpson's. Norah was born in Lumsden. After finishing high school at Scott Collegiate, she started working in the Mail Order Recording Dept. She later became secretary to the Circulation Manager. Norah became the teletype operator for both Simpson's and Sears. Later Sears acquired their own telex. At retirement, Norah was the best teletype girl around.

Norah is married and has a son and daughter. She likes sports, sewing, knitting, cooking and digging for worms. Her favorite sport is hockey primarily because her son, Red Stevens, is a well known hockey player.

Norah was guest of honour at a retirement tea. Sam Welch presented her with a poppy design ironstone set of dishes from her many friends throughout the store. Betty Aitken presented the retirement cake. Corsage and guest register were presented by Madeline Deters. Approximately 130 employees attended. Several gifts to Norah were displayed including a Royal Albert tea service presented by the store.

To the little girl from the little office—best wishes. We'll miss your smiling face.



## PRESENTATION AT YORKTON

On December 4, at 6:30 p.m., Mr. Radford, Mr. Rothwell and Mr. Forsyth, from Department 382—Supervision, attended a special banquet held for the Yorkton C.S.O. staff at the Corona Motel in Yorkton. The purpose of the banquet was to award the Yorkton staff with a colour T.V. set (valued at \$800) as their prize for winning the "Colour T.V. Blitz" contest.

The Yorkton staff decided to accept the T.V. as a group, as opposed to drawing names and having the T.V. presented to one particular staff member.

Our congratulations to Henry Raddatz and his staff; through total staff participation and enthusiasm, they produced a 72% increase over last year.



## PROFESSIONALS OF THE MONTH

### For August

Nina Brandt, Cosmetics; Wayne Kuntz, Television; Vicki Osiowy, Housewares; Marge Markel, Showcards.

### For September

Berle Anderson, Cosmetics; Annie Polowski, Housewares; Olga Russel, China; Terry Sawchuk, Men's Furnishings.

### October 24

All winners of the Professionals of the Month competition were wined and dined by the Company at the Hotel Saskatchewan. Mr. C. B. Stewart, Company President, flew in especially to represent the Company and extend congratulations and gratitude to all winners. Besides the lovely meal, the guests met in the Queen's room for pre-meal chatter. The room, especially designed for the royal visit, really excited everyone.

Congratulations to those employees who were honoured during the past year. There is no doubt that Simpson's success is in large part because of each and everyone of you.





## JUNIOR ACHIEVEMENT

We should be very proud of the part our employees play in the community. One of the most interesting community endeavours that Simpsons and the staff support is Junior Achievement. Three members of the management team, Lorna Paul, E3, Norm Rogan, Cameras, and Bob Foord, Sporting Goods and Toys, are directly involved with this program.

Junior Achievement can best be described as the opportunity for high school students to learn from experience how a business operates. The students get together once a week to originate, plan, control, and operate their very own business. They sell one dollar shares in their business, and from this capital they design and produce their own product.

The particular group our people are involved with includes fifteen students. They decided to name their business "Ocmis" (Simco backwards). They started producing and selling Christmas candles. They will begin another project after the New Year. Any profits they derive will be funnelled back to the shareholders and at the end of the eight months the enterprise will be liquidated.

The three individuals from Simpsons meet with the kids weekly, and act purely as advisors. They are very involved with these kids. We feel they should be highly commended for doing such an important job with the business men of tomorrow.

## SIMPSONS-SEARS EXPANSION

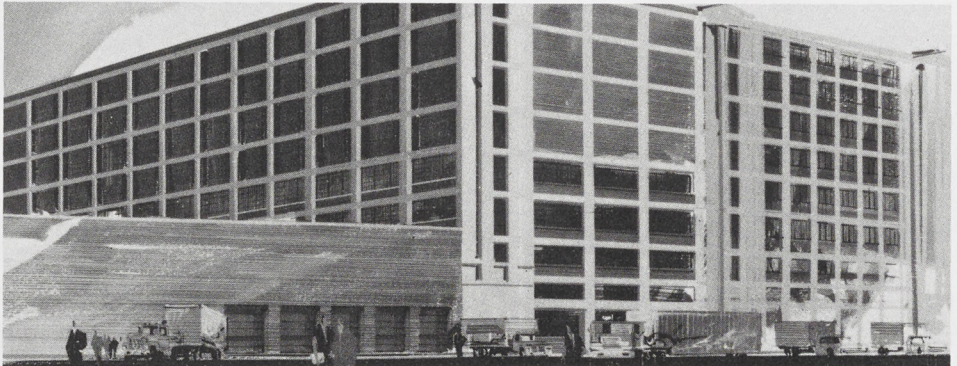
Regina, October 4, 1973—Mr. W. A. Farr, General Manager, Simpsons-Sears Limited, announced today that the Company will build a major addition to their Catalogue Centre in Regina. This expansion will provide an additional 88,000 square feet in 1974 at an estimated cost of \$2,000,000.00. This most recent addition is a continuation of the major expansion program which saw 147,000 square feet of warehouse space added in 1972 at a cost of \$3,000,000.00, as well as another renovation to 35,000 sq. ft. of existing facilities in 1973 at a cost of \$500,000.00.

This new phase of expansion will consist of four floors being added to the present four storey building. The new addition will provide increased facilities for soft goods merchandise. Poole Construction Limited, Regina, has been awarded the contract for concrete framing work which includes all floors, beams and columns. Work on this phase is to commence immediately and completion date is set for May 6, 1974. Associate Architect is D. H. Stock and Partners Ltd., Regina.

When this construction is completed, the Regina Catalogue Centre, situated at 1050 Broad Street, will cover three full city blocks and contain approximately one million square feet of space.

The Regina Simpsons-Sears Catalogue Centre services Saskatchewan, Alberta, Manitoba, The North-West Territories, and Northwestern Ontario. In this region there are 186 catalogue selling units and 11 retail stores.

This continuing expansion program to the Regina Catalogue Centre is continuing evidence of Simpsons-Sears faith in the growth and development of Western Canada.







Mr. Don McIntosh was presented with the Manager's Plaque and Silver Tray, after the Anniversary Sale. Don is the Manager of the Floor Coverings, and that department led all others in percentage of target. Congratulations to Don and his staff, for a job very well done.



# SPORTS

## SIMPSONS-SEARS MIXED CURLING LEAGUE

Curling got off to a good start this year with a full slate of twenty-four teams taking part in the action. Competition is fairly close in all squares with only a few teams dominating the scoreboard. Below are the total points awarded to each team after the second round of league play. Points are awarded on the basis of 2 per win, and 1 per tie.

Team	For	Against	Points
BOLDT .....	95	47	17
CLOSSON .....	79	47	17
HEHN .....	88	64	16
PALMER .....	91	63	14
FORSYTH .....	77	64	14
FLAMAN .....	91	68	12
LEACH .....	68	59	12
TAMES .....	76	50	11
DAVIS .....	72	67	11
RENNIE .....	66	63	11
STRUDWICK .....	74	54	10
STAGG .....	76	74	10
DEY .....	70	84	10
JOHNSTON .....	76	95	10
STOJAK .....	80	81	9
DONNELLY .....	69	76	9
PEACHEY .....	81	78	8
MULLER .....	58	83	7
CYCA .....	65	78	6
RADFORD .....	65	81	6
BREZINSKI .....	62	81	6
WRIGHT .....	69	94	4
DABORN .....	40	93	4
ELLIS .....	37	93	2



## 1973 "LITTLE GREY CUP"

On Saturday, November 10, 1973, our home town "Regina Rams" battled the "Ottawa Sooners" for Junior football supremacy in Canada. After the smoke had cleared, the Rams had struggled courageously to a 9-0 victory and the National Championship.

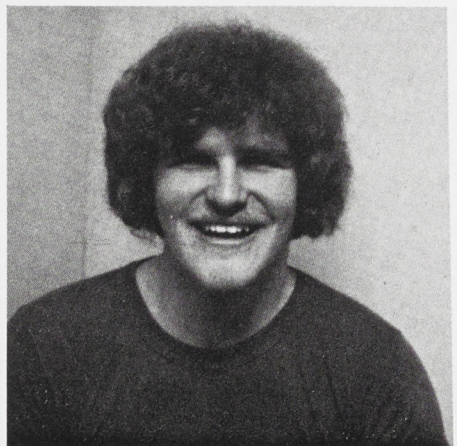
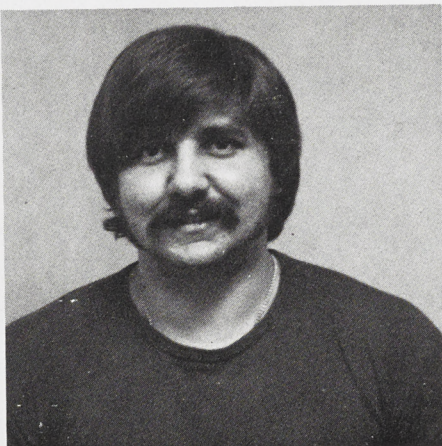
I say courageously because, during the season the Rams had lost almost all their starting offensive backfield including the first string quarterback, Len Knoll. During the game, Brian Dimen, the second man, was sidelined with a broken collar-bone. So, with their third string pivot and a tremendous defensive effort, they again emerged victorious.

However, how many of us at Sears know that four stalwarts of that fabulous defensive corps work as stockmen in the Westward building. They are as follows:

Mike Gebert .....	defensive tackle
Brian Dimen .....	quarterback
Bob Poley .....	defensive end
Dave Sawa .....	defensive back

Incidentally, Dave Sawa was named the Most Valuable Player in the game. Deservedly so, as he almost single-handedly brought the outside running game of the Sooners to a standstill.

Our congratulations go out to the entire team and especially to our own "Rams of the Westward".





## CHESS TOURNAMENT

Recently Robert Simpsons sponsored a Provincial Chess Tournament. It was open to all Saskatchewan students in Grades 7—12. Some 58 entries from all areas of the province were involved. Tournament Director was Mr. David Pratt.

Preliminaries were held in the Spanish Room of the Hotel Saskatchewan. The final matches were in Concept Four (Furniture) in the store. The winners were:

Grade 8 ..... Jeff Giesinger  
 Grade 9 ..... Thomas Pavlosky  
 Grade 10 ..... Douglas Inglis  
 Grades 11-12 ..... Michael Schubert

Each plateau winner won \$10.00 and was presented with a trophy from Simpsons. Thomas Pavlosky, the grade 9 winner was also presented with a \$40.00 chess set for the best played game. Each second place winner won \$5.00. The tournament was termed a tremendous success. Congratulations not only to the winners but to the organizers, particularly Don Barnett and the Advertising Dept.

## LADIES' GOLF BANQUET

The Ladies' Golf Banquet was held at Empringham's on October 16, followed by a social evening. The new committee for the 1974 season is as follows:

Laura Shields ..... Captain  
 Dot Gall ..... Vice-Captain  
 Gwen White, Lil Janson ..... Social Committee  
 Terry Armitage, Eva Keast ..... Handicap Committee

This year's competition winners were as follows:

Laura Shields ..... Social Club Winner  
 Lil Janson ..... Social Club Runner-up  
 Terry Armitage ..... Social Club Consolation  
 Mildred Willis ..... Descamps Memorial Winner  
 Lil Janson ..... Descamps Memorial Runner-up  
 Laura Shields ..... Descamps Memorial Consolation  
 Lynda Monuik ..... Most Improved Golfer





# SUGGESTION AWARDS

<b>MISS DONNA PECK—formerly Dept. 843</b> .....	\$15.00
Suggested all staff know how to stop and start escalators.	
<b>MISS MARIANNE SUCHER—Warehouse Operating</b> .....	\$10.00
Suggested fans be placed in the Toy Department at the Warehouse.	
<b>MR. L. RAY MILLER—Warehouse Operating</b> .....	\$10.00
<b>MR. ROBERT GIBLETT—Dept. 897</b> .....	\$25.00
Suggested all radio repairs be handled through the Customer Service Department.	
AND	
Suggested a sign for the cash register in Department 897.	
<b>MRS. SONIA SAGASZ—Dept. 855</b> .....	\$50.00
Suggested replacing Gourmet Counter with display of hampers, kitchen stools and T.V. tables.	
AND	
Suggested rearrangement of the housewares stockroom.	
AND	
Suggested improved washing facilities for aquariums.	
<b>MRS. JANE JONES—Accounts Payable</b> .....	\$25.00
Suggested a sign be placed in Car Park elevator to indicate where to get off to take the bridge to the store.	
AND	
Suggested Hamilton St. entrance steps be painted to make them more noticeable.	
<b>MR. GORDON HOBBS—Radio Service</b> .....	\$15.00
Suggested Hamilton St. entrance steps be painted to make them more noticeable.	
<b>MR. FRED EDEL—Dept. 838 Workroom</b> .....	\$25.00
Suggested buzzer for Fur Service be made clearly visible.	
AND	
Suggested a three-way mirror is needed for Fur Service.	
<b>MRS. MARTHA VAN DER KUR—Dept. 857</b> .....	\$25.00
Suggested better ventilation needed in Dept. 857 wrapping room.	
AND	
Suggested a fixture in the freight elevator area to be used for holding boxed sets of china.	
<b>MRS. IVY ADAMS—Credit</b> .....	\$10.00
Suggested additional signing for Optical Center.	
<b>MISS BRENDA VOGT—Credit</b> .....	\$20.00
Suggested better signing for fifth floor offices and Fur Service.	
AND	
Suggested store hours be painted on doors.	
<b>MR. WILFRED ROTHWELL—Maintenance</b> .....	\$25.00
Suggested Do-It-Yourself books for Hardware and Camera departments.	
AND	
Suggested Simpsons carry a basic stock of small plumbing supplies.	
<b>MISS RENATE DENKERT—Warehouse Operating</b> .....	\$20.00
Suggested better lighting for the marking areas.	
<b>MRS. MONICA McAFEE—Dept. 814</b> .....	\$10.00
Suggested a sign for Dept. 814 fitting room.	
<b>MRS. MARION CUNNINGHAM—Dept. 840</b> .....	\$10.00
Suggested trays be placed in staff lunchroom.	
<b>MRS. KITTY PARSONS—Dept. 834</b> .....	\$10.00
Suggested a new desk for Dept. 834 fitting room.	
<b>MR. WILFRED KNELSON—Car Park</b> .....	\$20.00
Suggested Car Park have a booster battery and set of booster cables.	
<b>MRS. DIANE MANG—Dept. 836</b> .....	\$10.00
Suggested new drapes for fitting rooms and rescheduling the cleaning time for the fitting rooms.	
<b>MR. WAYNE KUNTZ—formerly Dept. 897</b> .....	\$10.00
Suggested records be counted and marked at the warehouse.	
<b>MRS. IRENE HAZEN—Traffic Department</b> .....	\$15.00
Suggested for keeping more complete records of overages.	
<b>MISS DOREEN GOSSELIN—Dept. 150</b> .....	\$15.00
Suggested marking of tube stations.	
<b>MRS. CHERYL KATCHUCK—Methods Research Dept.</b> .....	\$15.00
Suggested that folded labels be used for Palds and C.O.D.'s instead of rolls of labels.	
<b>MRS. PHYLLIS WALTER—Catalogue Shopping</b> .....	\$15.00
Suggested a separate area to handle customer complaints in the Shoe Salesroom.	
<b>MR. HAROLD GOHLKE—Group Operating 4</b> .....	\$25.00
Suggested re-using crates for shipping linoleum remnants.	
<b>MRS. JOAN HUGHES—Adjusting Dept.</b> .....	\$30.00
Suggested that a form letter be used when advising customers that since we are a mail order we cannot supply items not catalogued.	
<b>MRS. DOROTHY MORINE—Order Review</b> .....	\$50.00
Suggested to revise form S-2737 and SL1 and SL1X.	
<b>MRS. DOLORES McFADZEAN—Group Operating 4</b> .....	\$50.00
Suggested that a disposition board be used to keep an up-to-date record of all Sold Outs and Green Memos.	
<b>MR. JOE NOVENSKI—Receiving Dept.</b> .....	\$25.00
Suggested that buzzer be installed for outside doors at the Returns Platform.	
<b>MRS. ELSIE MOORE—Customer Sales Records Dept.</b> .....	\$15.00
Suggested that table be placed in Cafeteria for flyers.	
<b>MRS. LINDA BREMNER—Telephones Dept.</b> .....	\$25.00
Suggested that Multiple Order Forms be used on all Telephone Orders instead of Single Order Forms.	
<b>MR. IRVIN E. McLAUGHLIN—Group Operating 4</b> .....	\$15.00
Suggested that lines be marked on floor around battery chargers.	



# SIMPSON-SEARS ANNIVERSARIES

1973

<b>NOVEMBER 4</b>		
156 .....	Mr. August Arndt .....	5 YEARS
<b>NOVEMBER 19</b>		
Customer Service .....	Mrs. Norma Anakaer .....	10 YEARS

## C.S.O.'s

<b>NOVEMBER 1</b>		
Yorkton .....	Mr. John Holowatuk .....	5 YEARS
<b>NOVEMBER 14</b>		
Camrose .....	Mr. L. G. Rhine .....	10 YEARS
<b>DECEMBER 7</b>		
C.S.O. Supervision .....	Mr. Ron Rothwell .....	20 YEARS

## C.S.O.'s

<b>DECEMBER 2</b>		
Thompson .....	Mr. Marvin Lindblom .....	5 YEARS
<b>DECEMBER 10</b>		
Medicine Hat .....	Mr. Ronald Faichuk .....	5 YEARS

1974

<b>JANUARY 10</b>		
D/155 .....	Mrs. Mary Powell .....	15 YEARS
<b>JANUARY 27</b>		
Customer Accounts .....	Miss Lucille Kress .....	5 YEARS

## C.S.O.'s

<b>JANUARY 12</b>		
Red Deer .....	Mr. Lowry Forgay .....	15 YEARS
<b>JANUARY 20</b>		
Lloydminster .....	Mrs. Anne McCoy .....	5 YEARS
<b>JANUARY 23</b>		
Estevan .....	Mrs. Margaret Bird .....	5 YEARS
<b>FEBRUARY 3</b>		
Group 3 .....	Mr. Ray McClelland .....	10 YEARS
<b>FEBRUARY 10</b>		
Group 2 .....	Mrs. Marjorie Kivela .....	5 YEARS
<b>FEBRUARY 12</b>		
Bargain Centre .....	Mr. Keith Hyde .....	5 YEARS
<b>FEBRUARY 14</b>		
Elevators .....	Miss Donna Kuntz .....	5 YEARS
<b>FEBRUARY 17</b>		
D/156 .....	Mrs. Helen Donlson .....	25 REARS
Group 3 .....	Mrs. Irene Hill .....	25 REARS
<b>FEBRUARY 18</b>		
Packing .....	Mrs. Victoria Batke .....	10 YEARS
<b>FEBRUARY 21</b>		
Heat, Light & Power .....	Mr. Benjamin Brewer .....	25 YEARS
Group 4 .....	Mr. Gerald Mann .....	25 YEARS
<b>FEBRUARY 24</b>		
Packing .....	Mrs. Mary Koszman .....	10 YEARS
<b>FEBRUARY 26</b>		
Customer Accounts .....	Mrs. Loretta Schill .....	10 YEARS

## C.S.O.'s

<b>FEBRUARY 3</b>		
Flin Flon .....	Mr. Philip Einarson .....	10 YEARS
<b>FEBRUARY 9</b>		
Nipawin .....	Mrs. Cora Mooney .....	15 YEARS
<b>FEBRUARY 18</b>		
Claresholm .....	Mrs. Tina Foxcroft .....	5 YEARS
<b>FEBRUARY 24</b>		
Peace River .....	Mrs. Ruby Thacker .....	5 YEARS
<b>FEBRUARY 25</b>		
North Battleford .....	Mrs. Elizabeth Pernala .....	10 YEARS

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"Shall I boil the missionary?" asked the cannibal cook.

The cannibal chief was horrified. "Boil him!" he exclaimed. "Don't be silly! Can't you see that's a friar!"

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There are only two ways to handle women and nobody knows what they are.

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Bobby had seen his mother measure a yard of cloth by holding one end to her nose and the other at arm's length. One day he came running in with a piece of rope. "Here, mother," he said, "smell this and see how long it is."





## DANNY KATUSKI

Ready to root and roar the Saskatchewan Roughriders on in Edmonton. The bus trip—TREMENDOUS—BUT—the weather—it was cold!!!



## MARRIAGES

November 24, 1973—Ann Kern of General Ledgers became the bride of Mr. Oddy Lund at Blessed Sacrament Church, Regina.

December 28, 1973—Olivia Locaste and Ralph Fry were united in marriage in Regina.

Carol Weibe, D/150, married November 30 to Douglas DeWitt.

Theresa Winter, Pine Falls, Man., C.S.O., married to Philip Zarichancki.

Edna Austin, Dept. 150, married to Lloyd Tanner of Regina.

## BIRTHS

Jerry Kowalchuk of Data Processing and wife Alvina are the proud parents of a son, Lacon Gerrilyn, December 15, 1973.

On November 24, a son, Kerry Dean was born to Harvey and Bev Maertens, Group 2 Operating.

Matt and Darlene Bulych, D/155, a boy, Vance Matthew Darren, born Jan. 2, 1974.

## HOSPITALIZED

Bill Dutton	Receiving
Kaye Folk	Group Operating 1
Clara Wenz	Group Operating 2
Marie Molnar	382A
Norma Brooks	92-17
Marg. Bruce	145
Eleanor Exner	155-2
Kaye Mernitz	Clearance Centre
Beverly Cook	150
Gary Barth	Group 4
Pat Ingram	Group 4
Irving Reimer	Boiler Room
Marie Donais	Group 1
Shirley Chabonik	Customer Accounts
Bernice Clifton	382A
Doris Scheiffert	Telephones
Gary Glass	Manager, Credit Sales
John Giesinger	Manager, D/156
Marie Dauncey	D/157
Donna Paul	Group Operating 4
Jeanne Chuckry	Group Operating 1

## BEREAVEMENTS

Mrs. Clara Cyca, Group Operating 2, and Mrs. Doreen Frederick, D/168C, were bereaved by the death of their father, Mr. Jacob Hollinger, December 8.

Mrs. Jean Vaughn, Medicine Hat C.S.O., was bereaved by the death of her mother, December 17.

Mr. Stanley Melfort, Contingent Salesman at Estevan C.S.O., was bereaved by the death of his mother, December 20.

Mrs. Shirley Friess, Customer Service Department, was bereaved by the death of her father, on December 24, at Kelowna.

Mr. John Giesinger, D/156, and Mrs. Genevieve Bresciani, Routing Dept., were bereaved by the death of their brother, Mr. George Giesinger, on January 1.

Mr. Ned Pfliger, Drivers, was bereaved by the death of his mother.

Mr. Irvin Koster, Manager, 167, 168C, was bereaved by the death of his father.

Mrs. Vera Baguley, Telephones, was bereaved by the death of her husband.

Mrs. Mary Kidby, Returns, was bereaved by the death of her father.

Anne Stewart, Returns, was bereaved by the death of her sister.

Mrs. Anne Loewen, House Messenger, was bereaved by the death of her father.

Olivia Lacoste, 168A, was bereaved by the death of her father.

Funeral services for Mr. Irving Reimer, D/198B, were held on Saturday, December 22. Mr. Reimer, who was a fireman in our boiler room, passed away December 20, at age 59, following a lengthy illness. He had 14 years and 9 months service with our Company.

Mrs. Tena Legebokoff, Packing Department, passed away suddenly at age 38, on Monday, Dec. 31. Tena had been with the Company since Sept. 25, 1967, and all her service was as a packer in D/187P.

Mrs. Theresa Preusche, Buying Dept., was bereaved by the death of her mother, Mrs. Tena Legebokoff.

Mrs. Jean Schmidt, La Ronge Room, was bereaved by the death of her mother, Mrs. Martha Reiss, October 31.

Miss Carol Burns, Beauty Salon, was bereaved by the death of her grandmother, Mrs. Gladys Griffin, in Swift Current.

Mrs. Madeline Deters, Stock Control, was bereaved by the death of her mother-in-law, Mrs. Elizabeth Deters, on October 13.

Mrs. Evelyn Froh, Lingerie, was bereaved by the death of her father, Mr. Kaufman, October 16.

Mrs. Jacqueline Adams, Cosmetics, was bereaved by the death of her mother, Mrs. Ida Good, October 5.

Mr. Tony Brodner, Warehouse Operating, was bereaved by the death of his sister-in-law, on September 16.

Mr. Raymond Miller, Warehouse Operating, was bereaved by the death of his grandfather, Mr. William Foley, Sept. 15.



# SOCIAL SCENE

On November 14, seventy-five people attended a retirement supper at Al Empringham's for **Frank Yerhoff**, who retired from the Company on Nov. 30. On behalf of his many friends, Mr. Morris presented Frank with a 10-speed bicycle.

Mr. Yerhoff presented **Bob Menzies** of the Internal Audit Department with a wall clock when he left the Company on November 16. Bob is now working for Federated Co-op.

On December 15, 1973, **Mr. Wayne Lovely** of General Ledgers hosted his staff to a Christmas party in his home. A jolly good time was had by all.

Girls of the General Office staff presented **Olivia La Coste** of Audit Dept. with a set of cooking ware, prior to her marriage.

On December 21, Mr. Morris presented **Olivia La Coste** of the Audit Dept. with an electric broom, from the General Office staff.

On January 4, Mr. Blackwell of Data Processing presented **Sharon Pillar** with an electric knife, on behalf of the General Office staff. Sharon has decided to take up employment with the Government. Best of luck goes with you, Sharon.

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An elderly woman visiting the zoo, wanted to ride a camel. The keeper hoisted her up but was unable to make the camel move.

At last the lady dismounted and started to pet it. Suddenly the camel went running off as fast as it could. The keeper turned to the lady.

"Madam," he said, "What did you do to him?"

"I tickled him," she said.

"Well," he said, "you'd better tickle me . . . I've got to catch him."

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As soon as day begins to dawn

The meadow-lark starts singing.

As soon as evening comes, a star,

The Angel's lamp starts swinging.

As soon as I am in the tub

The telephone starts ringing.

The girls in the General Ledgers and Sales Check Control surprised **Ann Kern** with a miscellaneous shower on October 30, at the home of Edith Wurtz. Ann received many nice gifts. Games were enjoyed by all, and a delicious lunch completed the evening.

Mr. Jolly's office presented **Debbie Hibbard** with a charm bracelet and charms, when she recently left the Company.

On behalf of all her friends in the second floor Merchandising Office, **Mrs. Edna (Austin) Tanner** was presented an ice bucket, on her recent marriage to Mr. Lloyd Tanner.

**Mr. Alf Spencer** recently won a big \$2,000 at a local bingo. Congratulations, Alf. Don't spend it all in one place!

**Miss Helen Tracey** came up to pay a call at the store. Retirement isn't all that leisurely for busy Helen. To protect her chickens, ducks and turkeys, she has had to arm herself—this summer she shot three skunks and trapped four others. So far she hasn't had to contend with fox but says she is ready for them, anytime they decide to invade her property.

On behalf of Customer Sales Records Dept. 162, **Janet Radons** was presented with two charms. Janet was a typist and is now leaving our Company to be with the Government. Good luck, Janet.

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Two little boys came into the dentist's office. One said to the dentist, "I want a tooth took out and I don't want no gas because I'm in a hurry."

"Well," said the dentist, "I must say you're a brave little boy. Which tooth is it?"

The little boy turned to his silent friend and said, "Show him your tooth, Albert."

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"I want a pair of shoes for this little girl," said the mother.

"Yes, ma'am," answered the clerk, "French kid?"

"Well, I guess not," was the irate answer. "She is my own child, born right here in Regina."



# 25 YEAR CLUB BANQUET

November 21 at "The Inn" was a date that will be long remembered by a bountiful crowd of 25 Year Club members, their husbands and wives. The occasion was the 30th Annual Dinner. Chairman for the evening was Mr. D. Tissington, General Manager of The Robert Simpsons Company Limited, Regina, who welcomed the 390 guests and members. The blessing was asked by Mr. Steve Pryshlak. Special congratulations were expressed by Mr. Tissington to guests with a special distinction:

—Two members who had attended every dinner throughout the past 30 years, Miss Jennie Sharpe and Mrs. "Robbie" Robson. They were warmly greeted by all present.

—Five couples where both husband and wife were members of the 25 Year Club: Tony and Mary Binfet, Art and Donelda Collins, Mike and Lucy Kleisinger, Randall and Myrtle McLean, George and Millie Yeomans.

—And not to be overlooked was Jimmy Lee's birthday!

Greetings were received from: The Robert Simpsons Limited, Mr. C. B. Stewart, President; from Simpsons-Sears Limited, Mr. J. C. Barrow, Chairman of the Board; Mr. D. J. Peacher, President; Mr. A. Campbell, Vice-President—Operating; and Mr. H. A. King, Vice-President—Personnel. After reading the messages, Mr. W. A. Farr, General Manager of Simpsons-Sears Limited, Regina, then introduced and welcomed 36 new members to the Club.

Acknowledgement on behalf of the new members was made by Mr. David Davidson, whose touch of "Scotch" was enjoyed by all. Rounding out a most enjoyable evening, music was provided by the Ken Jefferson Trio with Jim Roberts of "Saskatchewan" renown.

## 1973 MEMBERS

### SIMPSONS

Mr. Steve Pryshlak  
Mr. Emil Kainz  
Miss Bette Aitken  
Mr. F. Donald Blair  
Miss Irene Ellis  
Miss Mabel North  
Mr. Danny Alzomal  
Mrs. Delia Korsrud  
Mr. Grant Evans  
Mrs. Beth Bernaski  
Mr. Neville Simpson  
Miss Jessie Colven  
Mr. George Durbin  
Mr. Maurice Evenson  
Mr. Sam Haymore  
Miss Eugene Riehl  
Mrs. Kathleen Evans  
Mr. John W. Blaze  
Mr. Edward Bishop  
Miss Hazel MacFarlane

### SIMPSONS-SEARS

Miss Jeanette Zaran  
Miss Hazel Jelinski  
Mrs. Donelda Collins  
Mrs. Ann Grout  
Miss Dorothy Gall  
Mr. Roy Goodhue  
Mr. Kenneth Styles  
Mr. William Marchuk  
Mrs. Bertha Fahlman  
Miss Rosalie Sitter  
Mrs. Mary Kidby  
Mr. David Davidson  
Miss Ruth Clark  
Miss Clara Eisworth  
Mr. George Yeomans  
Mr. Claude Roy







### CAROL SINGING

A hearty thanks go to Miss Doris Bennett who directed the choir in our annual pre-Christmas carol singing. The choir consisted of present staff members as well as former staff members who are now retired. Duke Dey at the piano, Don Harrison at the organ, and Fred Stewart on the chimes, provided the accompaniment. Ed Martin was master of ceremonies. Mr. Farr extended Christmas greetings to the staff.







# YOUR JOB

Wherever you're working — in office or shop,  
And however far you may be from the top —  
And though you may think you're just treading the mill,  
Don't ever belittle the job that you fill.  
For however little your job may appear —  
You're just as important as some little gear  
That meshes with others in some big machine,  
That helps keep it going — though never is seen.  
They could do without you — we'll have to admit —  
But business keeps on, when the big fellows quit.  
And always remember, my lad, if you can,  
The job's more important (Oh, yes) than the man.  
So if you hope to stay off the shelf,  
Think more of your job than you do of yourself.  
Your job is important — don't think it is not —  
So try hard to give it the best that you've got.  
And don't ever think you're of little account —  
Remember, you're part of the total amount.  
If they didn't need you, you wouldn't be there,  
So always, my lad, keep your chin in the air.  
A digger of ditches, mechanic or clerk —  
**THINK WELL OF YOUR COMPANY, YOURSELF,  
AND YOUR WORK.**

